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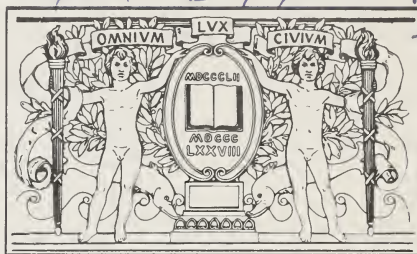
Vol. 1

No. 1-5

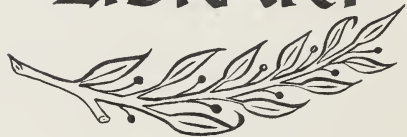
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13 Boston Herald  
No. 10105

# THE POSTER

Vol. I, No. 1. NEW YORK, JANUARY, 1896 Price 10 Cents.



A CHRISTMAS POSTER.

Drawn for Harper and Brothers, by Mr. Edward Penfield.

PRINTED BY  
THE  
CITY OF BOSTON

E. H. Bolton.  
Oct 6. 1896.

None published.

THE POSTER

January, 1896

THE POSTER is published Monthly, and will be mailed post free to any address for One Dollar a year. Single copies Ten Cents. Publishers are invited to submit samples of posters and small electrotypes of the same for reproduction. Address all communications to Will M. Clemens, Publisher, Post-office Box 1716, New York.



JULES CHÉRET was the pioneer in the work of designing artistic colored posters. Before his time posters merely colored were common enough, but he raised the trade to an art. He is still the most distinguished and popular designer in Paris, but quite a large group of artists has grown up about him. Some of them, though clever, are merely imitators of Chéret, but others show not only ability, but originality. Among the latter is Grasset, whose wonderful drawing of Napoleon gave him recognition in England and America.



THE well-known Chicago artist, Will H. Bradley, is decidedly original in his poster work. He has never imitated Beardsley, the English genius. Bradley was using bold blacks connected with sweeping lines and elaborate ornaments a year or two before the weird Englishman was heard of. Also, he works in more styles than one. Also, he has no morbid objection to beauty. His faces are generally pleasing, and his drawing of the figure has been steadily improving for some time past.

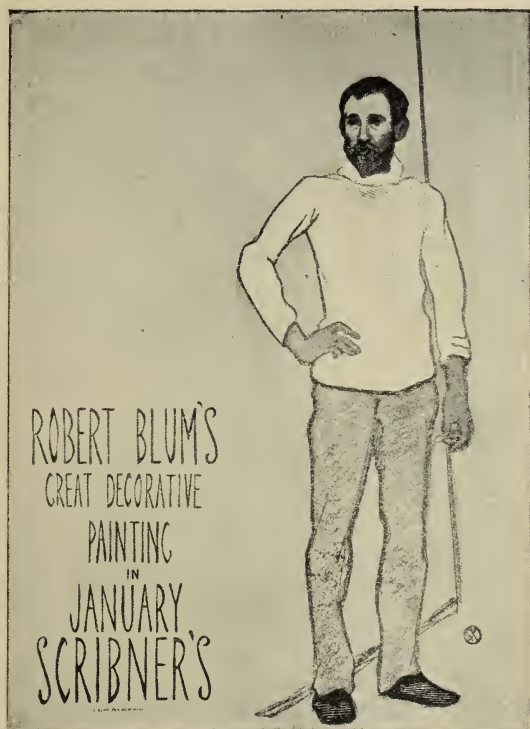


THE Christmas poster for *Harper's Magazine*, drawn by Edward Penfield, has attracted unusual attention. Mr. Penfield's productions have received favorable notice in Paris, which, in truth, is praise from Sir Hubert. I am glad to see American talent thus recognized abroad.





❖ ❖ ❖ MESSRS. CHARLES SCRIBNER'S SONS have issued a Robert Blum poster for the January *Scribner*, drawn by Sargent Kendall. The portrait of Blum is from life.



❖ ❖ ❖ Grasset's posters, aside from their execution, which is always masterly, show a profound knowledge of costume and archæology. They are as carefully studied as historical paintings, so that one finds more and more in them.

♥♥♥ THE *Century* has just issued a new Napoleon poster. Last July *The Century* instituted a poster contest in Paris. Through Boussod, Valadon & Co., three prizes of 1,000 francs, 750 francs, and 500 francs were offered for the three best poster designs to represent Napoleon at some stage of his career between Austerlitz and Waterloo. No less than twenty-two designs were submitted by the foremost artists in poster work, and the three eminent painters who consented to serve as judges, Messieurs Gérôme, Detaille and Vibert, unanimously gave first place to the design submitted by Lucien Métivet. This is the one that is now repro-



duced as a poster. It represents Napoleon in his imperial robes, ermine-lined and powdered with the golden bees. Upon his head is the laurel wreath. One hand holds a scepter with the golden eagle, and the other a sword. At his feet is the imperial eagle with outstretched wings. In silhouette are shown the pyramids and the monuments of Paris. Faintly outlined on the distant clouds are phantom hosts with banners streaming. The

plates for the poster were made at Paris under the supervision of the artist, and they have been printed in five colors by the De Vinne Press.

MY charming confrère, *The Echo*, of Chicago, sagely remarks: "To be a genuine collector, in the esthetic sense, one must be something between a highwayman and a beggar."



EXPOSITION DES ARTS INCOHERENTS

A NOVEL French poster, by Chéret, is reproduced above, the reproduction being made by the *Post-Express* Printing Company, of Rochester, N. Y.

◆◆◆ A VERY successful poster exhibit was held in Rochester, N. Y., during the first week of January, for the benefit of the Mechanics' Institute. Nearly all the better collections in Rochester were represented.



◆◆◆ THE Pope Manufacturing Company of Hartford, Conn., offers prizes aggregating \$400 and four bicycles for the best poster to advertise the Columbia Bicycles.



A PORTRAIT OF DRUMONT BY VALLOTTON.

◆◆◆ AUBREY BEARDSLEY'S posters, like his other drawings, are impossible things, but this very quality makes them of the greatest value for advertising purposes. They have a sort of nightmare appearance, a weirdness, which has caused his artistic conceptions to be compared to Poe's literary fantasies.

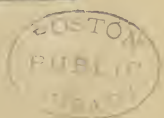


◆◆◆ THE New York Sunday *World* offers a prize of \$100 for the best poster advertising the *World*.

SALON DES CENT 31, RUE BONAPARTE, PARIS (DU 5 AU 25 AVRIL)  
5 FR. LE MARDI — 1 FR. LES AUTRES JOURS.  
TIRÉ LE DIMANCHE \*\*\*\*\*



EXPOSITION DE LA REVUE DES ARTS DE PARIS DE 1889 E. GRASSET



♥ ♥ ♥ THE New York firm of Brentano claim to have on sale the largest collection of French posters ever shown in this country. A perusal of Brentano's catalogue shows the cheapest specimen offered, to be a Baylac design at fifty cents. The most costly poster on Brentano's list is a large Saxoleine, by Chéret, which is quoted at \$8.75.



SAGOT, THE POSTER MERCHANT'S POSTER.

Drawn by Vallotton.

♥ ♥ ♥ EVERYONE in Paris who collects posters knows Sagot, that eminent dealer, whose shop is a resort for artists and collectors. Vallotton has drawn a Sagot poster, representing the mob in front of Sagot's shop window.



♥ ♥ ♥ EUGENE GRASSET, although a naturalized Frenchman, was born in Switzerland, about 1850, at Lauzanne.



♥ ♥ ♥ A POSTER calender for 1896, a real novelty in its way, has been issued by L. Prang & Company, of Boston.

♦ ♦ ♦ WILLIAM TRYON HIGBEE, of Cleveland, Ohio, has brought out a remarkably handsome book entitled "Some Posters." The portraits of Chéret, Penfield, Carqueville, Bradley and Rhead, appear in blue mounted paper on the corner of the page, while the remaining space is devoted to a short biographical sketch and index of the posters following. The work of fifteen artists is represented. The book is artistically bound with a cover of grey charcoal paper, with Japan vellum back, lettered in red.



A PARISIAN INFANT'S MILK POSTER.

Drawn by Steinlen.

♥♥♥ CHARLES SCRIBNER'S SON'S issued a very artistic poster for the Christmas number of their magazine.



DESIGNED BY LOUIS J. RHEAD.

♥♥♥ THERE are upwards of six thousand poster collectors in the United States alone, and fully a thousand in Canada.





THE CENTURY COMPANY'S CHRISTMAS POSTER.

Designed by Louis J. Rhead.

THE poster artist, Louis J. Rhead, says very frankly that he does not admire the work of Chéret, whom he declares is invariably commonplace and often lewd.

♥♥♥ CLAUDE FAYETTE BRAGDON says in a recent newspaper article: "The people who still scoff at posters and poster collecting should bear in mind that the great periods of art were those in which it allied itself most intimately with the daily life of the people, and that in this craze for posters, 'the poor man's picture gallery,' as they are called, is seen almost the first sign of a renaissance in which the spirit of the century, which is so largely a commercial one, will find an utterance in beauty instead of ugliness."

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## ADVERTISEMENTS.

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*Terms: ONE DOLLAR per line each insertion in advance. A line contains about ten words. Address, WILL M. CLEMENS, P. O. Box 1716, New York.*

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PHILIP V. MIGHELS, DESIGNER OF POSTERS. Address, 172 W. 23d Street, New York.

---

POSTERS BOUGHT AND SOLD. ADDRESS, JOHN A. Sterne, 20 E. Adams Street, Chicago, Ill.

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HOW TO GET A BRADLEY POSTER FREE. WRITE to the *Echo*, 122 Fifth Avenue, Chicago Ill.

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FOR SALE. AN EXCELLENT COLLECTION OF AMERICAN posters, mounted. Address, P. O. Box 91, Cleveland, Ohio.

---

WANTED TO PURCHASE, A SMALL COLLECTION OF English posters. State price. Ajax, care of the publisher of THE POSTER

---

SMITH'S BOSTON LIBRARY POSTER ON JAPAN paper. Price, \$2.50. Address, Curtis & Company, 6 Beacon Street, Boston, Mass.

---

CHIPS ART POSTER. DESIGNED BY EDWARD C. Burling. Copies mailed for 25 cents. The Chips Pub. Co., 150 Nassau Street, New York.

---

ERNEST KNAUFFT'S PRIVATE CLASS IN ILLUSTRATING; drawing from living model; pen and wash-drawing and composition taught. Room 5, 132 W. 23d Street New York.

---

**"Mother Goose  
Up to Date"** By PHILIP MIGHELS. With sixty illustrations. Third edition. Now ready. Post paid for 25 cents.  
CHIPS PUB. CO., 150 Nassau St., New York

REDFIELD BROS. 25 PARK PLACE, N. Y.

# THE POSTER



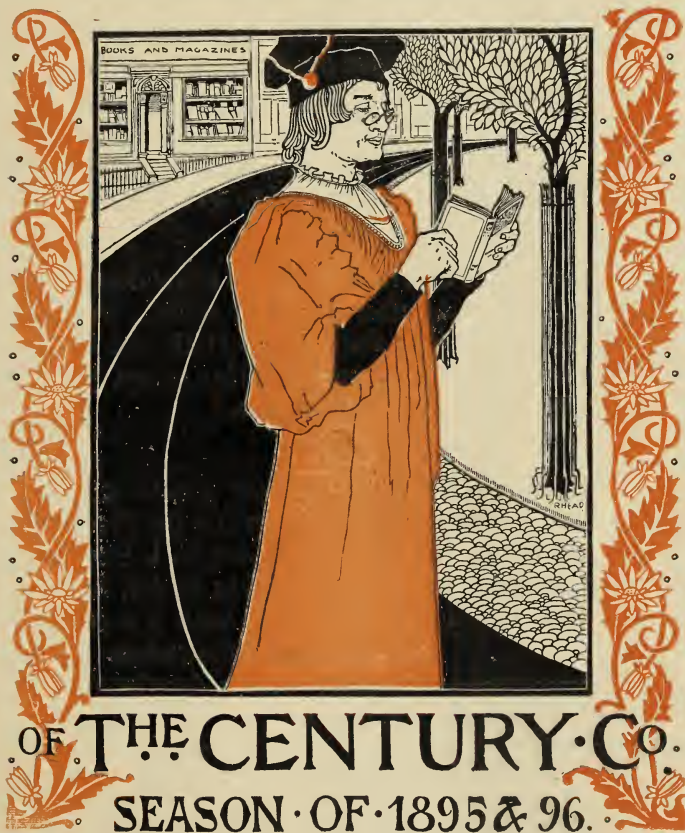
Copyright 1896, by WILL M. CLEMENS

Vol. I, No. 2

NEW YORK, FEBRUARY, 1896

PRICE 10 CENTS

FOR A BOOK CATALOGUE



OF THE CENTURY CO.  
SEASON OF 1895 & 96.

A COVER DESIGN BY LOUIS J. RHEAD

Reproduced by permission of The Century Co.

THE POSTER is published monthly, and will be mailed post free to any address for One Dollar a year. Single copies Ten Cents. Subscriptions must commence with the current issue. Back numbers can be supplied only at an advanced price. Publishers are invited to submit samples of posters and small electrotypes of the same for reproduction. Address all communications to Will M. Clemens, Publisher, Post-office Box 1716, New York.



MR. CLEMENS appreciates the kind reception given the initial number of THE POSTER, and extends his thanks to the hundreds of friends, new and old, who were prompted to write letters of congratulation and good will.



ONLY thirty copies of the January issue remain in stock. The price of the same has been advanced to 50 cents.



THE March issue of THE POSTER will show designs by Bradley, Lincoln, Bird, Stone and other American artists. In press-work, another color will be added to the red and black, and in the course of time THE POSTER hopes to appear in many colors, and to reproduce poster designs in all their original tints.



WILL H. BRADLEY will soon issue a new magazine from Springfield, Mass. Among the contributors for the first number are Richard Harding Davis, Harriet Monroe, and E. I. Stevenson, who will have short stories. Besides the sketches by Mr. Bradley, there will be an article by August F. Jaccaci, with a reproduction of French book illustrations by Edward Penfield, with a descriptive article by Mr. Bradley.



HERE is a small reproduction of a book poster by A. J. Moores, issued by the Century Company. The title of it is "Prince of the Sans Culottas." In size it is 12½ by 18 inches. Mr.

Moores has produced over a dozen poster designs for the Century Company.

THE French are given to odd shapes as well as unique creations. Herewith is a poster "Les Montmartroises," the work of the French artist, De Feure.



AS the divine Sarah is just at this time, a theatrical attraction in America, the reproduction of Grasset's "Jeanne D'arc" poster, in this issue, is most opportune. All in all, it is a very remarkable production.



THE Studio Club of Minneapolis, has closed its very successful poster show, after three weeks of daily exhibitions.



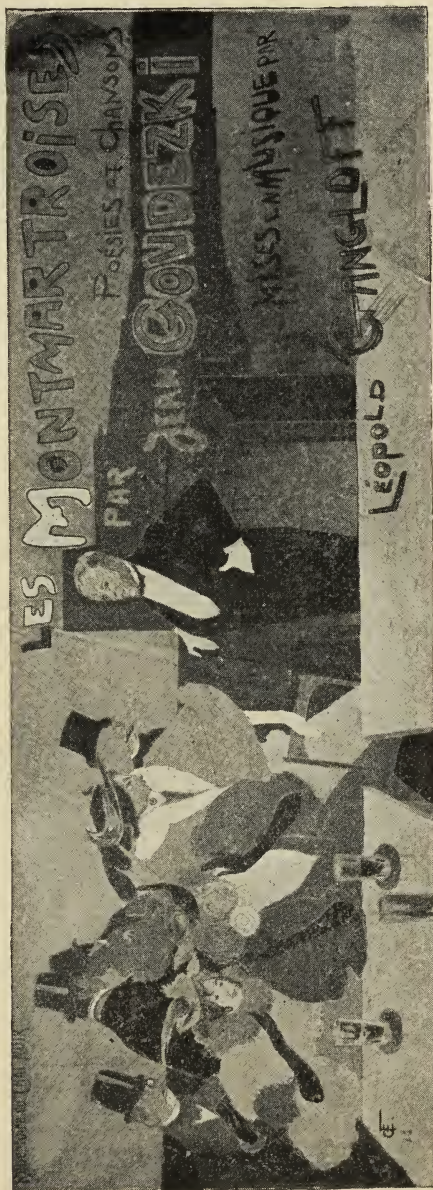
JULES CHÉRET'S posters have procured for him the commission to decorate one of the committee rooms of the Paris Hôtel de Ville.



THE living poster show is one of the social fads in Chicago, this winter. Even the churches there are given to living poster entertainments.



THERE will shortly be organized in New York City, a Poster Art Club, which hopes to have a permanent home and a valuable collection of posters, together with books and other literature on poster art and poster lore. The Poster Club will at least be a novelty.



♥♥♥ AMONG recent effective posters, one that attracts attention was designed by Wilbur Macy Stone, of Hartford, Conn., for the Hillyer Institute of that city. The Hillyer poster is printed in red and black, and presents a medieval worker in iron before his anvil, with the brilliant light from his forge flooding the whole scene. The



border is a series of monograms of the Hillyer Institute, alternating with little busy bees.

♥♥♥ IN the United States there are today something like twenty establishments which make posters alone their special production, and which show a capital invested of nearly \$3,000,000. They provide employment for something like one hundred draughtsmen and designers, and perhaps five hundred additional artists who reproduce the originals of the former.

♥♥♥ THE French posters are selling in this country at from one dollar to ten dollars. All progressive art stores have poster displays.

♥♥♥ THE prizes for poster designs offered by the Pope Manufacturing Co., of Hartford, Conn., are as follows: first prize, one Columbia bicycle valued at \$100, and \$250 in cash; second prize, one Columbia bicycle and \$100 in cash; third prize, one Columbia bicycle and \$50 in cash; fourth prize, one Columbia bicycle. In each case the bicycle offered is valued at \$100. All drawings and sketches should be delivered to the Pope Manufacturing Co., in Hartford, on or before Saturday, February 15th,

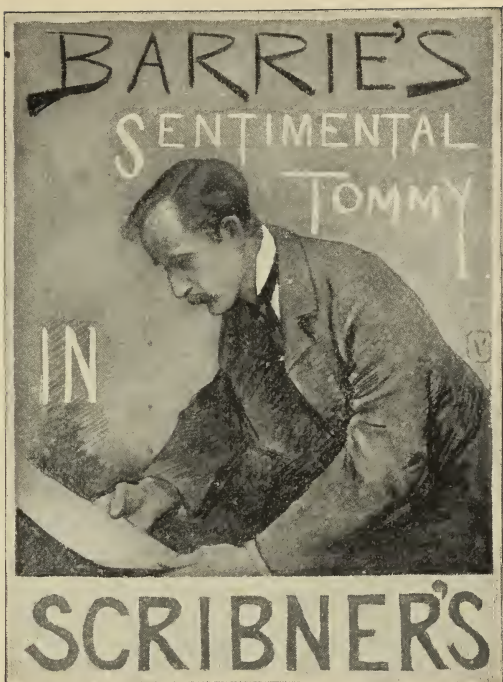
1896. Awards will be made immediately, the designs winning prizes to become the property of the company upon delivery of the prizes, and the company to have the privilege of purchasing others of the designs if they should desire.

♥♥♥ E. B. BIRD, the well-known Boston artist has made a striking poster for the *March Century*.

❖❖❖ SCRIBNER'S February poster appears in black and pale green. It is a noticeable production, inasmuch as the portrait of James M. Barrie, the novelist, is one of the best portraits of the man ever produced.



❖❖❖ CHARLES S. PRATT, of Sixth Avenue, New York, an enterprising bookseller, has invented a unique scrap-book system of displaying posters. Large scrap-books are utilized, each poster being held in place by corner bands of linen paper, fastened at the ends to the pages of the book.



❖❖❖ HEREWITH I reproduce one of a series of posters drawn by Will H. Bradley for the *Inland Printer*, of Chicago. It is a characteristic Bradley production from first to last.



❖❖❖ W. BLACKBURN HARTE, has this to say in the *Fly Leaf*: "When a young man is in love he no longer sends his heart's delight a silly sentimental poem: he sends her a symbolical poster. Posters hold some hint of the vagaries and fantasies of the human heart, as sentimental poetry does not. The poster has helped in the promotion of art feeling in the community."



♥♥♥ WILL CARQUEVILLE, the artist who designed the *Lippincott* posters, will sail for Paris shortly. He will remain abroad for several years, pursuing his art studies.



♥♥♥ ONE of the most striking American posters of last year was "The Chinese Must Go," issued by the Scribners. It was the work of George M. Reeves, and was done in red, black and yellow. It promises to become a "rarity."



♥♥♥ RECENTLY, at her home in Worcester, Mass., Miss Jeanie Lea Southwick, gave a private view of a splendid collection of modern posters, collected by her while abroad last summer. Miss Southwick's collection is one of great interest, and the examples have been selected with excellent judgment.



♥♥♥ SCRIBNERS are to issue a poster, next July, in eight colors. It promises to be the most elaborate poster ever produced in this country. It is understood no copies are to be given away.



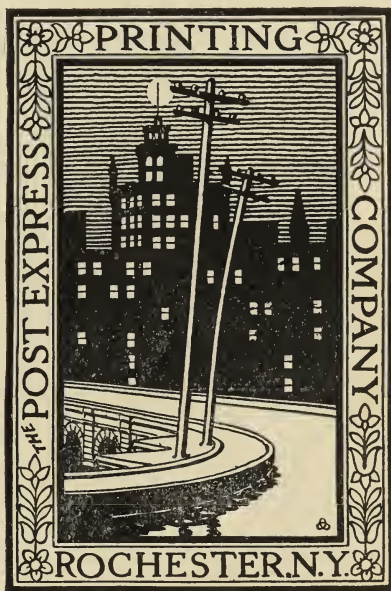
❖ ❖ ❖ IN Rochester, N. Y., resides a considerable colony of poster artists and collectors. Chief among the artists there is Claude Fayette Bragdon, who designed the well-known "Sandwich men" poster for the *Chap-Book*. A striking and forcible drawing by Mr. Bragdon is his *Post-Express* poster, which I have taken the trouble to reproduce here, as an earnest of appreciation.



❖ ❖ ❖ THE *New York Times* has issued a striking poster, advertising its Sunday edition. It is a poster which will attract widespread attention for several reasons. It embodies a clever and original idea, that of applying a mosaic scheme to a poster. It is equal in beauty of design and

general cleverness to anything that has emanated from the French poster artists, and has the additional credit of being purely American in design and workmanship. An up-to-date young woman is portrayed in a lavender gown of several tints, and the prevailing style of large sleeves is neatly worked in, and makes an attractive contrast to the shaded yellow background. The young woman is represented as reading the *New York Times*, and is surrounded with ornamentations in mosaic work. In design, in coloring, and as a piece of lithographic work, the *Times* poster has never been surpassed in this country, and it will certainly be eagerly sought by collectors.

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❖ ❖ ❖ THE Artists' Club of Richmond, Va., will hold an exhibition of posters during February. Edgar B. Brown, has made a poster for the event, which is printed from the lithographic press of A. Hoen & Co.



❖ ❖ ❖ THE mercantile world is awakening at last to the value of the art poster to trade and commerce. A Chicago stove works has just issued two new posters.

\*\*\* THERE is historical interest in Grasset's Bernhardt poster, reproduced on the opposite page, from the fact that it was a prominent feature of the article on posters printed in the *Century Magazine* in 1892. It was through this article that poster collecting was first introduced into this country.



\*\*\* MY sprightly Philadelphia contemporary, *Footlights*, will hold a poster exhibition during February.



\*\*\* AN interesting poster exhibit is announced for Wednesday February 12th, at the Mercantile Library, Astor Place, New York.



\*\*\* NEARLY all the early Penfield posters issued by the firm of Harper and Brothers, are said to be out of print. The Harpers have issued over a hundred different posters, the Century Company as many more, and Lippincott's something like fifty. Here are over two hundred and fifty posters, all different, issued by three firms.



\*\*\* ONLY four or five women so far, have been able to catch the peculiar artistic quality needed to produce a successful poster of the sort which modern advertising demands. Miss Ethel Reed, of Boston; Miss Geraldine Evans, of Philadelphia; and Miss Blanche McManus, Miss Abby Underwood, and Miss Myra Burr Edson, of New York, are names which stand for distinction and vogue.



\*\*\* THE amusing portrait of the French artist Drumont, by Valotton, was a feature of the January POSTER. I present herewith, still another unique portrait by Valotton—that of Clovis Hugues, of Paris.



\*\*\* POSTERS are beginning to have their effect on dress, and women, whose style of beauty permits, are appearing in terrifying gowns of strong color. In time, perhaps, posters will also have their effect upon the dress of the male sex.

From "The Pictorial Poster," by Professor Brander Matthews  
in THE CENTURY for September, 1892.



By Permission of THE CENTURY CO.



GRASSET'S FAMOUS BERNHARDT POSTER.

Size 28x45½ inches. Photographed from a specimen in the collection of George B. De Forest,  
of New York.

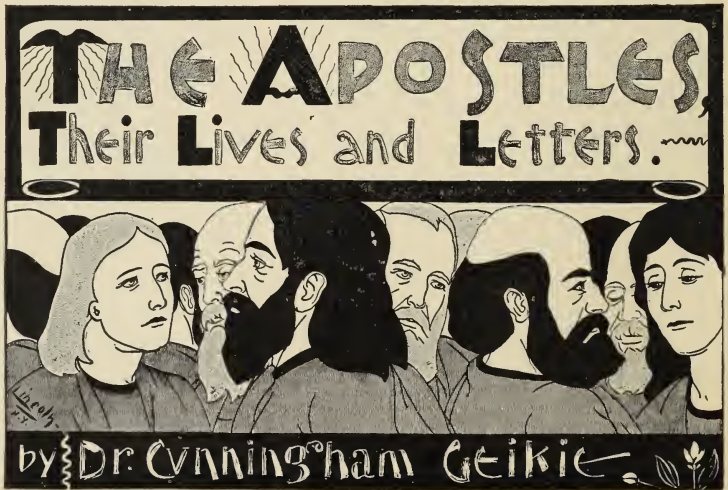
THE discovery was made the other day, that the "Horse Show" poster done by Edward Penfield for *Harper's*, last November, contains the portrait of the young novelist, Richard Harding Davis. Mr. Penfield has scored remarkable success with his posters. His first production for *Harper's Magazine* appeared in April, 1893. It was a poster which forced itself upon one; in design and color it was striking, and yet it was supremely simple throughout. A very gentlemanly man walked down the salmon foreground arrayed in all the gorgeousness of a green driving coat. On his head was a light fore-and-after, and his gloves were "London Tan." The rain was falling all around him, but with charming nonchalance and flattering intent-

# HARPER'S



1895

ness he read a copy of *Harper's*. The poster was distinctly successful; it was theoretically as well as practically good.



THE above is a reproduction of a book poster by Lincoln. It was published by Jas. Pott & Co., and is now out of print.

THE French artist, Jossot, made this poster for the Salon des Cent, an exhibition of the work of different individuals held under the auspices of *La Plume*, a sort of Parisian *Chap-Book*. Of Jossot, by the way, very little has been written. And yet, he is, I think, a great artist. He made his first reputation as a caricaturist, in this differing from Chéret, who has devoted his life to the art of the poster. Jossot's lines are vagabond and fantastic. His color schemes are rather morbid—rusty greens and pale yellows are his favorites.



CHÉRET recently gave a free open-air exhibition of posters in Paris. The exhibit was shown on boards which temporarily enclosed a square.

THE Chicago publishers, Messrs. Stone & Kimball, are finding it hard to fill orders for many of their posters issued with the *Chap-Book*.

THE Wildwood Club, of Chicago, held an exhibition of American posters, during January. Among the exhibits was the valuable collection of Mrs. Geo. M. Moulton.

SAN FRANCISCO now boasts a young woman whose work is becoming known in the poster world. Florence Lundborg's designs for *The Lark* are eagerly sought by collectors.

THE Napoleon designs and Century collection have been expressed to the *Overland Monthly*, San Francisco, where they will be on exhibition after February 10. During January, the collection was on exhibition in Minneapolis.



A FAUST POSTER BY WILHELM.

\*\*\* IN the theatrical line, Charles Frohman has come nearest to the ideal poster. The "New Boy" paper was simple and striking, almost as good as the cat of "Charlie's Aunt."

\*\*\* SOME one predicts that the cartoonists of the daily newspapers will do for New York, what Steinlein, Chéret, Jossot and a half-dozen others are doing for Paris.

\*\*\* WHY do not the theatrical lithographers and managers fall into line with the artistic world? There is no reason why the "posters" on the New York bill-boards should not be artistic, and tremendously effective at the same time. It would certainly pay.

\*\*\* THE earliest English poster artist was Fred Walker, and his most celebrated poster was one that advertised Wilkie Collins' *Woman in White*.

\*\*\* CHARLES KNOWLES BOLTON, of Brookline, Mass., is delivering lectures on posters and poster art. He has already appeared in Lynn, Lowell and other New England cities.

\*\*\* A SUCCESSFUL poster exhibit is being held in Washington, by the Business Woman's Club. Among the exhibits is the collection of French and American posters owned by Mrs. P. A. Hearst.

\*\*\* "LE SOCIETE DE TROIS," of Hartford, Conn., announce a poster show of selected American posters, to be held at the Hartford Public Library, during the week of February 10. The works on exhibition are from the collections of George E. Crosby, Jr., John Olmsted and W. H. Sloan.



♥♥♥ EDWARD PENFIELD has executed another striking and original poster for the February *Harper*. It is fully up to the standard of Mr. Penfield's previous work.

♥♥♥ THE well-known Boston artist, E. B. Bird, is designing a poster and cover drawing for THE POSTER. Mr. Bird has recently executed a clever poster for the *Chap-Book*.

♥♥♥ A MEMORANDUM *Catalogue and Check List of American Posters*, has been privately printed for Wilbur Cherrier Whitehead of Cleveland, Ohio. The publisher of THE POSTER intends issuing a similar catalogue for general circulation. Particulars later.

♥♥♥ IT is announced that during June of this year, Miss Ethel Reed, the well-known poster artist, will marry Philip Hale, himself an artist, the son of the Rev. Edward Everett Hale. All of Miss Reed's work is as bright and interesting as she is herself. Recently she was interviewed by a writer for the *Bookman*. Miss Reed, by the way, resides at Newburyport, Mass., although she is known as a Bostonian.

♥♥♥ EDWARD C. BURLING, of Newark, N. J., has made an odd little poster in red and black, for *Chips*, the New York miniature monthly magazine.

♥♥♥ WILBUR MACY STONE, of Hartford, Conn., holds an enviable position among the poster collectors of the country, both because of the original work he has done as a designer, and for what he has written upon the fascinating topic.



THE editor of THE POSTER will shortly inaugurate a series of portraits and biographies of well-known American poster artists. In all probability this series of biographical sketches will commence in the issue for March.



THE reign of the poster is abroad in the land, and collectors are appearing as if by magic, all over the world. THE POSTER has received a subscription from far-away Samoa.



A MUCH desired specimen is Bruce's poster "Piping Fawn," published by *The Lark*, of San Francisco, in May, 1895.



THREE new book posters, by Miss Ethel Reed, have been issued by Lamson, Wolfe & Co., the Boston publishers.



AWAY out in Los Angeles, Cal., the *Land of Sunshine*, has issued a new poster by Pierre Artique. It is typical of the land of sunshine, and is decidedly Spanish in execution.



A NEW series of posters for *Lippincott's Magazine*, will attract attention. The work is by J. J. Gould, Jr.



MERELY to keep in line with past events, I present herewith Dudley Hardy's now familiar poster "The Gaiety Girl." It is a fair example of the English poster.



IN San Francisco, during January, the exhibition of the Society of Arts and Crafts excited much interest, as the display of posters, prints, newspaper and magazine illustrations and books was large, and included many rarities.



THE "GAIETY GIRL," BY DUDLEY HARDY.



# ADVERTISEMENTS

TERMS: \$5.00 per inch, \$20.00 per page, each insertion. Small announcements 10 cents per word. Terms, cash with order. Address, WILL M. CLEMENS, Publisher, P. O. Box 1716, New York.

PHILIP V. MIGHELS, designer of posters. Address, 172 W. 23d Street, New York.

FOR SALE.—American posters. Price list for stamp. Address WILL M. CLEMENS, P. O. Box 1716, New York.

THE Century Company's Catalogue of Posters, with prices affixed, sent post free for ten cents. WILL M. CLEMENS, P. O. Box 1716, New York.

WHAT the newspapers say! Clippings upon any subject. Have you heard of Burrelle? THE BUREAU OF NEWSPAPER CLIPPINGS, Western Union Bldg., New York.

## IN PREPARATION

# The Directory of American Poster Collectors For 1896...



Send your Full Name and Address WILL M. CLEMENS, Pub., P. O. Box 1716, N. Y.

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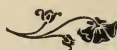
THE BIBELOT, Volume 1.	. . . . .	\$1.00
CHAP-BOOK, Volume 11.	. . . . .	5.00
CHAP-BOOK, Volume 111.	. . . . .	2.00
CHIPS, Volume 1.	. . . . .	2.00
CHIPS, Volume 11.	. . . . .	1.00
LITTLE JOURNEYS, Volume 1.	. . . . .	1.00
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The following packets of American posters will be sent, securely packed, postage prepaid, upon receipt of price. No two packets are alike.



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**French Books** AT **WILLIAM R. JENKINS**

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# THE POSTER



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\*\*\*THE POSTER is published monthly at 114 Nassau Street, New York, and will be mailed to any address in the United States, Mexico or Canada, for One Dollar per year. To other foreign countries, \$1.50. Payable in advance.

\*\*\*SUBSCRIPTIONS must commence with the current issue. Back numbers can be supplied only at an advanced price. No. 1, out of print. No. 2, price Twenty-five cents.

\*\*\*BOOKSELLERS and Newsdealers supplied with The Poster by the Publisher direct at Seventy-five cents per year, or Seven cents per copy net. Terms cash with order.

\*\*\*ALL COMMUNICATIONS should be addressed to

WILL M. CLEMENS, Publisher,

Post Office Box 1716.

New York.

## A BARGAIN FOR MARCH.

Do you want the only American Poster designed by EUGENE GRASSET, the Famous French Artist.

THE CENTURY COMPANY'S

## "Napoleon in Egypt"

(Issued June, 1895). Size 15x20 Inches.

- ☛ The regular edition of this famous poster sells at \$1.00. **My price 60 cents net, post free.**
- ☛ The special edition of this poster, signed by Eugene Grasset, printed on large, heavy paper. Regular price \$2.00. **My price \$1.00 net, post free.**
- ☛ The limited edition of the picture, alone, without type, signed by Eugene Grasset, and imported from Paris. Regular price, \$3.00. **My price \$1.50 net, post free.**

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Subscriptions in advance.

## THE FLY LEAF.

269 St. Botolph Street, Boston, Mass.

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N.S. March, 1896

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# THE CENTURY

FOR

## MARCH

A Personally Conducted  
Arrest in Constantinople,  
BY F. HOPKINSON SMITH.

THE ELDER DUMAS,  
By Emily Crawford, Paris Correspondent  
of the London Daily News and the New York Tribune.

JOHN RANDOLPH  
OF ROANOKE.  
New and interesting material regarding this  
unique statesman.

Ways and Means  
in Arid America.  
HOW IRRIGATION IS ACCOMPLISHED,  
By W. E. Smythe, Editor of *The Irrigation Age*.

SIR GEORGE TRESSADY.  
By Mrs. Humphry Ward.

Stamping Out  
the London Slums.  
By the Secretary of the New York Tenement House  
Commission.

On the Track of the  
Arkansas Traveler.  
A HUMOROUS PAPER.

Life at Napoleon's Court,  
By Prof. Wm. H. Sloan. Magnificently Illustrated.

OTHER CONTRIBUTIONS FROM  
Edmond Clarence Steadman, Mrs. Burton Harrison,  
Woodrow Wilson, Dr. Allan McLane Hamilton,  
J. O. Vibert, and many others.

Sold here.  
Price 25 cents.

Published by  
THE CENTURY CO.,  
NEW YORK.

F.B.BIRD

MR. E. B. BIRD, the Boston artist, has designed a remarkably clever poster announcing *The Century Magazine* for March. Through the kindness of The Century Company, the above reproduction is made.

## News from Posterland

♦♦♦ THE CENTURY CO. offers three prizes of \$125, \$75 and \$50 for the three best designs for a poster advertising the Midsummer Number of *The Century Magazine*. The offer is open to everyone, whether professional artist or amateur. Designs must be submitted on or before the 30th day of April, 1896, at the office of The Century Co., Union Square, New York. Neither name nor initials should appear upon the sketch, but a small device should be drawn in the margin, and the full name and address of the artist placed in a sealed envelope bearing the same device and sent with the sketch. The judges will be three well-known artists whose names will be announced later. They will be asked to consider the effectiveness of the posters from the advertising standpoint, and the ease and cheapness with which they can be reproduced.



♦♦♦ REFERENCE was made in THE POSTER for February, to the excellent posters issued by the New York Times. That enterprising newspaper has issued a Delft design, printed in blue, announcing the attractions of the Sunday Times. The poster was lithographed by Liebler & Maas, of New York, and was made from a design by De Young. A reproduction is presented herewith.

♦♦♦ FROM Kansas City comes *Poster Lore*, an interesting little journal of essays and comment.



THE PRIZE NAPOLEON POSTER

♥♥♥ ABOVE is the most perfect reproduction of *The Century's* prize poster thus far presented. THE POSTER for January contained a small illustration of the same poster ; but the reproduction given herewith will give collectors, who have not seen this grand work, a much better idea of the art of Metivet.

\*\*\* F. CHOUTEAU BROWN, of Boston, is a well-known collector and artist. He assisted in arranging the posters at the recent exhibit in Minneapolis.



\*\*\* MISS AIMEÉ TOURGEE, of Mayville, N. Y., a daughter of Judge Albion W. Tourgee, the novelist, is a coming poster artist. Miss Tourgee has made at least a dozen posters announcing her father's books.



\*\*\* IN THE POSTER for February, was shown an example of the

HAMLET SAID A  
 MAN'S HOUSE  
 IS HIS CASTLE  
 WHY DONT  
 YOU OWN  
 A CASTLE  
 YOU CAN JUST  
 AS WELL AS  
 NOT  
 THE HARTFORD  
 BUILDING  
 AND LOAN ASSO-  
 CIATION WILL SH  
 YOU HOW  
 R. P. CHAPMAN Pres. A. S. HOWE Secy  
 370 ASYLUM ST. HARTFORD CT.

work done by Wilbur Macey Stone, of Hartford, Conn. Another specimen of Mr. Stone's labor is here shown—an art poster for the Hartford Building and Loan Association, which is an effective piece of work. The thought of the poster is in Hamlet's words, "A man's house is his castle," the application of the phrase naturally fitting the business of the association. This is in old style gothic, and the full length figure is Hamlet, wrapped in his inky cloak, in meditative mood, delivering his soliloquy over Yorick's skull. The figure is strongly drawn, and the effect of the poster is striking. Mr. Stone designed it, and R. S. Peck & Co. engraved and printed it.



\*\*\* THE four leading New York dealers in posters are C. S. Pratt, Brentano's, Meyer Bros., and Gustave P. Fresnel.



\*\*\* WILBUR C. WHITEHEAD, of Cleveland, Ohio, whose *Check Book* was noticed in the last issue of THE POSTER, is one of the most enthusiastic collectors in this country. He already has over a thousand specimens in his collection.



## New Posters

THE editor of THE POSTER acknowledges the receipt of new posters during the month, as follows: *Overland Monthly*, San Francisco, Cal.; C. L. Dering, Coal Dealer, Chicago, Ill.; Harper & Bros., New York; The Century Co., New York; *Inland Printer*, Chicago, Ill.; *New York Times*; F. Tennyson Neely, New York; The McPhail Piano Co., Boston, Mass.; *The Lark*, San Francisco, Cal.; *Recreation*, New York.



FRANCE has a new series of postage stamps designed by a poster artist, M. Grasset, whose reputation is now world wide. He was selected by M. Lebon, the Minister of Posts and Telegraphs, to draw the new French model, after a public competition had resulted in the rejection of all the designs submitted. Grasset determined to apply the processes of wood engraving to the problem, and seems to have been inspired by Albrecht Durer and the old German block engravers. The stamps will be printed in three colors, the natural white of the paper, a deep tint for the background and outlines, and a half tint for the shading, making in all an unique and striking design.



..Oct. 1895..



ONE of those rare posters issued for a specific private purpose, and therefore seldom offered for sale, was the one printed last year for Charles S. Pratt, a New York bookseller. It was designed by James Brevoort Cox, and was printed in black and red. It is reproduced here in its original colors.

♥♥♥ THE *Harper* poster for March is a queer conceit by Edward Penfield, who shows his usual good work. The poster is typical of the season.



♥♥♥ ILL health caused the suicide recently of Alfred S. Seer, a pioneer printer of theatrical posters and lithographs.



♥♥♥ The poster issued by the *Overland Monthly* for March is the most striking that has yet been evolved. The design is by Boeringer, and its leading features are a Pueblo Indian and an otter.



♥♥♥ THE *Hartford Courant* in an editorial alludes to THE POSTER as "a bright little periodical."



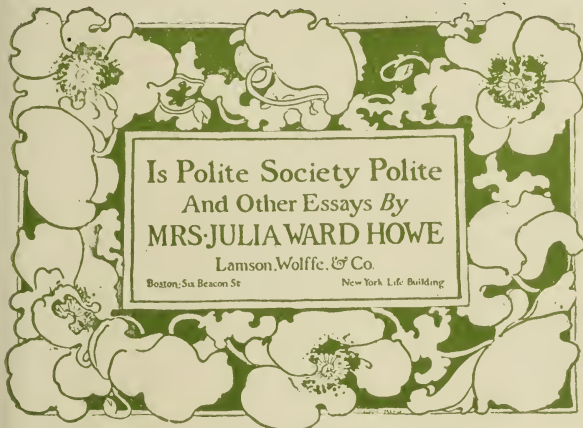
♥♥♥ THE possibilities of the poster are not yet exhausted. In Paris poster dinner cards grace all smart culinary functions, and such well-known artists as Grasset, Cheret and Willette bestow their time and talent upon them. It only waits for some bride with a touch of happy audacity to send out poster wedding cards.



♥♥♥ Herewith is shown another of Mr. Bradley's designs for the *Inland Printer*, of Chicago. It is decidedly characteristic.

ROBERT W. CHAMBERS has written a series of three articles on posters for the Sunday edition of the New York *Times*.

NO production by Miss Ethel Reed has been praised more highly than the poster issued by Lamson, Wolfe & Co., to advertise



a volume of essays, "Is Polite Society Polite," by Mrs. Julia Ward Howe. This is a purely decorative piece of work, but well drawn and very effective. It is lithographed on imported hand-made paper, red in color, and

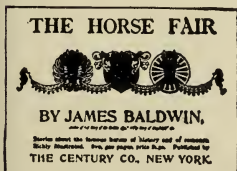
printed in olive green and black. It is truly a work of art.

AMONG fashionable modistes this Spring oddly contrived dresses are offered in response to the poster enthusiasm, and are strange looking affairs. They are, to a large extent, of brick-red fabrics.

TWO decorative book posters issued by the Century Company are reproduced below. They were designed by H. M. Lawrence, who made the



African poster for the February *Century*. One of the posters reproduced here was issued to advertise Jack Ballister's Fortunes, by Howard Pyle, and the other for The Horse Fair, by James Baldwin.



The poster cult has invaded society to the extent of suggesting an entertainment in a Western city for the benefit of a charity. A set of tableaux arranged after some of the well-known posters proved effective and acceptable.

♦♦♦ ANOTHER odd poster, designed by Miss Ethel Reed, is presented herewith. It was issued by Lamson, Wolffe & Co., to advertise a book by Bliss Carman.

♦♦♦ THE "Poster Party" promises to become a social fad. In issuing the invitations the hostess requests each woman to come in the costume of the figure on the poster of a certain newspaper or magazine that she names, being careful to have no two alike. The men she requests to represent well-known literary men. The women's costume can be of as rich or as ordinary material as one may wish, although the least expensive, and, at the same time, most effective and artistic ones are made of cheese cloth, which hangs in graceful folds and makes the Grecian and Egyptian figures easy to copy. During a recent poster party each woman in turn was called on to pose in correct representation of the poster figure she portrayed, and guesses were made and written upon cards as to what newspaper or magazine she represented. The men were called upon to quote sayings of the men they represented. Guesses were made then, as in the cases of the women, and prizes were awarded.

# Behind the Arras

by  
Bliss Carman



Lamson-Wolffe-and Co  
Boston and New York

♦♦♦ That unique Boston publication, *Miss Blue Stocking*, has issued two posters, one designed by Anne Clement and the other by E. S. Pierce.

## The Pope Prize Winners

THE Pope Manufacturing Company has announced the result of its prize poster competition. The successful competitors were Maxfield Parrish, of Philadelphia, first ; O. Rohn, of Mont Clair, N. J., second; A. Romez, of New York, third; H. S. Hains, of Boston, fourth. The Judges were John A. Lowell, president of the Lowell Engraving Company; Edmund H. Garrett and W. F. Halsall, two of Boston's well known artists, and J. T. Wetherall, an advertising man. After careful consideration of the merits of the designs submitted, both as artistic productions and as advertisements, the awards were made as above announced. Of the designs considered by the judges, a color scheme of A. K. Moe's deserves special mention. It shows the shadow of a Columbia bicycle, and in the inscription are the words, "Coming events cast their shadows before them." Miss Emmet, whose sketches are seen in the *Ladies' Home Journal* and all the prominent publications of the day, had two excellent designs entered for the prizes. The fault in the majority of the designs, seeing that they were wanted for advertising purposes, was that the lettering was confused, or was not conspicuous enough at first sight.

IT is said the Pope Manufacturing Co., of Hartford, received over one thousand poster designs in competition for their prize offers. One of the contestants, Henry Maier, of Yonkers, N. Y., worked nearly a month on a design, 28x44. His poster is free-hand pencil work and is a creditable production. The border of the poster is the trademark of the Pope Manufacturing Co.

AN interesting poster exhibit was held at the Salmagundi Club, 14 West Twelfth street, New York, February 27 to March 2d. Upwards of four hundred examples were displayed from the collections of T. B. Criss, R. N. Bolton, A. C. Morgan, W. A. Edwards, and others.

ON Lincoln's birthday and on the Saturday following, Mr. William T. Peoples exhibited his collection of posters at the Mercantile Library, New York. Upward of five thousand persons attended the exhibition.

MRS. CORNELIA FOOTE, of Newark, N. J., gave an address on "Posters and Poster Artists" before the Newark Women's Club recently.

Now Ready.

No. 1.

Price 50 Cents

# THE POSTER'S POSTER

"MISS ART AND MISS LITHO."

BY E. B. BIRD, OF BOSTON.

Mr. Bird is a coming artist. His new poster for the March *Century*, and a forthcoming *Chap-Bo* poster, speak volumes in his behalf. Mr. Bird's new poster, drawn especially for THE POSTER, is a beauty. Price, post free, 50 cents.

**WILL M. CLEMENS, Publisher,**

P. O. Box 1716.

New York.

**PHILIP V. MIGHELS**

**Designer of Posters.**

ILLUSTRATING.

Address 172 West 23d St.,

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52 Cents for ❀❀

❀❀ 52 Numbers for ❀❀

❀❀ 52 Weeks

## FOOTLIGHTS

*Weekly Illustrated Journal*

As a trial trip, send 52 cents for 52 numbers for 52 weeks. Regular price \$2.00 a year. Address,

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What the Newspapers say.

**Newspaper Clippings  
Upon any Subject.**

HAVE YOU  
HEARD OF **BURRELLE'S**

**Press Clipping Bureau,**

Western Union Building, NEW YORK.

## CHIPS FOR 1895.

The undersigned offers a complete set of the miniature magazine "Chips" for the year 1895, comprising 17 issues, for \$2.50. Sent post free upon receipt of price. Address

**WILL M. CLEMENS, Publisher.**

P. O. Box 1716.

New York.

## Novel Original Posters.

A Series of 12 ALL NEW,

representing

**Five Cents Each.**

Out-Door Sports.

Address, RECREATION,

19 West 24th Street, New York.

## New Mother Goose Poster.

Price 25 Cents.

By Mighels.

**WILL M. CLEMENS,**

P. O. Box 1716.

New York.

## Autographs and Book Plates.

Send for Price Lists.

**W. R. BENJAMIN,**

287 Fourth Avenue, New York.

"A ROLLICKING RACY BOOK IS THIS"

# "MOTHER GOOSE UP-TO-DATE"

By **PHILIP MIGHELS**

With Sixty Illustrations. Now Ready.

Price 25 Cents (post free).

**WILL M. CLEMENS, Publisher, P. O. Box 1716, NEW YORK**

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My business is to supply collectors with all the posters they may want. I import and keep in stock the latest French posters, also the best American subjects.

Send for my price list.

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26 University Place,

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With comments and criticisms.

BY CHARLES KNOWLES BOLTON.  
ILLUSTRATED.

A book for every collector, artist and publisher.  
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P. O. Box 1716, NEW YORK.

E. B. BIRD,  
Poster Maker,  
88 Boylston Street,  
Boston,  
Mass.

WORK—THE BEST.  
PRICES—REASONABLE.

## Chips Art Poster

By E. C. BURLING.

Have secured the entire stock.

Price 25 Cents, post free.

Wholesale rate on application.

Will M. Clemens, New York.

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MEYER BROS. & CO.

French Posters 1127 BROADWAY,  
For Sale. Near 26th Street,  
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Send for Lists.

All Books on Posters.

BRENTANO'S,

31 Union Square, New York.

(IN PRESS.)

## The Princess Beelzebub.

A NOVEL BY VIRGINIA JEROME.

Cloth. Price One Dollar.

WILL M. CLEMENS, Publisher.

P. O. Box 1716.

NEW YORK.

## Popular Poster Printers

Chicago Photo-Engraving Co.



This is a facsimile) of our Monthly Calendar "Posters" printed in colors, yellow, red, blue, green, black and maroon. Sent upon receipt of 10 cents in stamps. \$1.00 per year. Back numbers from April, 1895, 10 cents a copy.

CHICAGO PHOTO-ENGRAVING CO.,

79-81 Fifth Ave., Chicago, Ill



## HE MODERN POSTER

IS THE TITLE OF A NOVEL AND BEAUTIFUL BOOK ON THIS LATEST ARTISTIC DEVELOPMENT, CONSISTING OF CONTRIBUTIONS BY H. C. BUNNER, EDITOR OF "PUCK"; M. H. SPIELMANN, EDITOR OF "THE MAGAZINE OF ART"; ARSÈNE ALEXANDRE, THE WELL-KNOWN FRENCH AUTHORITY; AND AUGUST F. JACCACI, ART EDITOR OF "SCRIBNER'S MAGAZINE"; WITH UPWARDS OF SIXTY HANDSOME ILLUSTRATIONS. BUT ONE THOUSAND NUMBERED COPIES HAVE BEEN PRINTED; THE FIRST 250 ON JAPAN PAPER, PRICE, \$6 NET; 750 ON ENAMELED PAPER, PRICE, \$3 NET. THE COVER IS DESIGNED BY WILL H. BRADLEY. AN IMPORTANT FEATURE IS THE POSTER OF THE BOOK, OF WHICH ONLY ONE THOUSAND COPIES (ALL NUMBERED) ARE PRINTED, ONE FOR EACH VOLUME, WHICH IS INCLUDED IN THE PRICE OF THE BOOK. EARLY APPLICATION FOR COPIES IS REQUESTED, AS MANY OF THE ONE THOUSAND PRINTED HAVE BEEN ORDERED FOR ENGLAND AND FRANCE, AND A LARGE NUMBER OF THE COPIES RESERVED FOR THIS COUNTRY HAVE ALREADY BEEN SOLD. ❁ ❁ ❁ ❁ ❁ ❁ ❁

CHARLES SCRIBNER'S  
SONS, PUBLISHERS, 153-  
157 FIFTH AVENUE, NEW  
YORK CITY. ❁ ❁ ❁ ❁

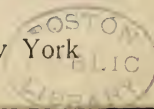




# THE POSTER



W. B. BIRD



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Entered at New York Post-Office as second-class matter.

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WILL M. CLEMENS, Publisher,

Post-Office Box 1716.

New York.

## New Publications

Mr. Clemens begs to announce

### The Princess Beelzebub

A NOVEL. By VIRGINIA JEROME. A Thrilling Romance, founded upon a suppressed Spanish Legend. 12mo. Bound in maroon cloth. Price \$1.00.

### The Reign of the Poster

By CHARLES KNOWLES BOLTON, Librarian of the Brookline, Mass., Public Library. A Critique and Review of the modern Poster. Paper covers. Price 25 cents.

### Mother Goose Up To Date

By PHILIP VERRILL MIGHELS. With sixty illustrations by the author. Unique Pictures and Odd Jingles for grown-up folks. This book is not for children. Paper covers. Price 25 cents.

\*For sale by all booksellers and newsmen, or sent postpaid upon receipt of price.

WILL M. CLEMENS,

Publisher,

Box 1716.

NEW YORK.

## Art Posters

The following posters will be sent post free upon receipt of price. Wholesale rates upon application.

### The Poster's Poster, No. 1

"MISS ART AND MISS LITHO." By E. B. Bird, of Boston. Price Fifty cents.

### Chips Art Poster

"THE MAIDEN." By E. C. Burling. Price Twenty-five Cents.

### Mother Goose Poster

"THE NEW WOMAN." By Philip V. Mighels. Price Twenty-five Cents.

### Napoleon in Egypt

By Eugene Grasset. Price Sixty cents.

### The Century's Prize Poster

By Lucien Mètivet. Price Sixty Cents.

### Poster Price List

Sent post free upon receipt of a two-cent stamp.

Address WILL M. CLEMENS,

Box 1716.

NEW YORK.



ART POSTER FOR THE TRIUMPH FURNACE

*The Poster of Commerce .*

\*\*\* THE adoption and utilization of the modern art poster by the merchant and manufacturer, shows very plainly that the poster is

**FOOD AND BEAUTY**

**ROMAN FLOUR**  
AN IDEAL BREAD FOOD



A PURIFIED WHOLE WHEAT FLOUR  
MANUFACTURED ONLY BY THE  
**ROMAN MILLING CO.**  
MINNEAPOLIS MINN.

*"Makes Old People Feel Young and  
Young People Strong"*

not a passing fancy to be taken up only by book and magazine publishers and theatrical managers—scarcely the latter, for as yet they have been slow to seize upon the poster as a means of advertising.

Things have reached such a pass that the better half of the public, with money in their pockets, no longer have faith in a manufacturer who will advertise his goods by means of a poster that has not about it at least a semblance of art.

It is only natural, in the order of things, that the poster should attract the manufacturer. With the growth of competition, art and advertising could not long remain

unfriendly. Everyone recognizes a certain unfitness in the use of a beautiful picture by Millais or Hon. John Collier, to advertise soap. These do not attract the eye at a distance as a simple, direct impression. They are intended for study in the parlor rather than for a passing glance in the street. What the picture fails to do for the advertiser the poster does perfectly. It is designed for a

**HANDSOME AND  
FREE** SEND FOR IT



OUR CATALOG OF

**REMINGTON BICYCLES** MADE BY  
REMINGTON ARMS CO. ~  
313 & 315 BROADWAY NEW YORK  
FACTORIES ILION ~ N.Y. ~

special purpose ; it does not lower art by perverting it, but by employing those principles in art, which out-of-door advertising demands, the poster finds its true place. It thus has an individuality which differentiates it from all other forms of art, and gives to it a peculiar value in the eyes of the observer and of the collector.



SPECIMEN ADVERTISING POSTER BY OSCAR E. BINNER, OF CHICAGO, ILL.

Perhaps the first manufacturer to take up the art poster as a means of advertising was the maker of the bicycle. When the first man started in this line, the others soon followed, and now all the leading bicycle manufacturers are utilizing the poster. One of the most artistic of recent designs for this branch of manufacturing, is that issued by the Overman Wheel Company. It is a rather long poster, forty-one inches by fourteen. It has a handsome border in

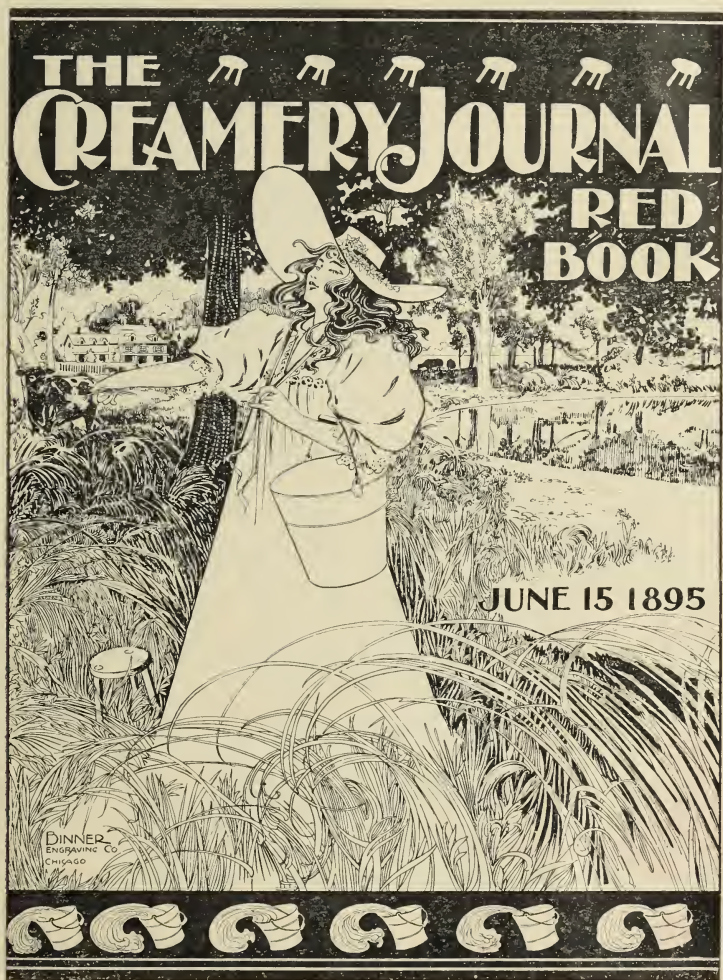
red and green, and in the panel edged by the border is the figure of a girl, riding a Victor bicycle. Above the figure are the words, "Victor Bicycle, Overman Wheel Co.," and the cities where the company has branch offices. The poster is extremely handsome and striking. It is from the pen of Will H. Bradley.



A CHICAGO POSTER FOR PRACTICAL USE IN SHOPS AND STORES

PROBABLY the two leading firms who are just now producing excellent posters for the use of the manufacturers of this country, are the Binner Engraving Company and the Chicago Photo-Engraving Company, of Chicago. Mr. W. W. Denslow is doing

much of the designing for the last-named firm, and his work is of the highest character. Mr. Oscar Binner, who is at the head of the Binner Engraving Company, has been doing the most praiseworthy work in the poster line during the past few months. A number of



BINNER'S DESIGN FOR A WESTERN FARM JOURNAL

specimens of his handicraft are produced here to give the world some sort of idea as to the development of the art poster as a factor in commerce and manufacture. Who says the poster is a momentary fad? Is it not rather the natural result of business evolution?

## News from Posterland

◆◆◆ THIS is a portrait of the king of poster artists, Will H. Bradley, formerly of Chicago, now of Springfield, Mass., and famed all over the world as a master in decorative work.



◆◆◆ MRS. GEORGE M. Moulton, one of the leading collectors of Chicago, will loan nearly three hundred posters for an exhibition to be held in Minneapolis.



◆◆◆ HERE is a note for the ladies: buy a tall Japanese screen, no matter



how substantial the cloth part may be, just so the frame is strong. Cover it with blue or red denim, and paste your posters, with edges nicely trimmed, and a little space apart, smoothly on. It is surprising what a pretty decorative bit the poster screen makes.



◆◆◆ HEREWITH is shown a new poster issued in Rochester, N. Y., by the Post Express Printing Company. It was designed by Frank Favour. The original was sold at a high price to a wealthy woman whose son is making a collection of posters.





◆◆◆ HERE is a portrait of the well-known artist, George Wharton Edwards, whose posters designed for the Century Company are treasured by all collectors.



◆◆◆ MILWAUKEE, Wis., has just closed a most successful poster exhibition held in the Ethical Building in that city. The exhibit was under the direction of Mr. Mark Forrest. A red and yellow poster, announcing the show, was issued.



◆◆◆ A NEW poster issued this month, published by J. Selwin Tait & Sons, of New York, will doubtless attract attention. It was designed by the New York artist, Willing, and is in three colors, purple, green and black. A reproduction is given herewith.

◆◆◆ AN exquisite poster put out in Boston, by a publishing firm for its Easter announcements, shows the head of a beautiful woman with golden hair, and robed in a blue gown, and hood of medieval design, holding in her hands a cluster of annunciation lilies.



THE FLEUR DE LIS POETS  
**A WOMAN'S  
 LOVE LETTERS**  
 BY SOPHIE  
 M. ALMON-  
 HENSLEY



◆◆◆ AT a recent exhibition at the Westminster Aquarium in London, eighty or more American posters by Bradley, Rhead, Lincoln, Woodbury, Dow, McManus, and others, were shown, to the delight of the Britishers.





FIRST PRIZE, COLUMBIA BICYCLE POSTER, BY  
MAXFIELD PARRISH, OF PHILADELPHIA



SECOND PRIZE, COLUMBIA BICYCLE POSTER  
BY O. ROHN, OF MONTCLAIR, N. J.

### *The Pope Prize Posters*

❖ ❖ ❖ ON this and the succeeding page are shown photographic reproductions of the four posters that won the prizes offered by the Pope Manufacturing Company, of Hartford, Conn. The prize designs, as well as something like five hundred others, are now being exhibited in the principal cities of the country.



❖ ❖ ❖ IN Philadelphia, Miss Curtis Smith is doing some remarkably clever work, and her posters are beginning to attract attention everywhere.



❖ ❖ ❖ CHARLES WARDE TRAVER, of Los Angeles, Cal., has made a charming poster for the forthcoming "fiesta" in Los Angeles. It is lithographed in many colors, and is equal to the best metropolitan work.



THIRD PRIZE, COLUMBIA BICYCLE POSTER,  
BY A. ROMES, OF NEW YORK CITY



FOURTH PRIZE, COLUMBIA BICYCLE POSTER,  
BY H. S. HAINES, OF BOSTON, MASS.

\*\*\* UPON the next two pages of THE POSTER appear four other designs submitted in competition for the Columbia Bicycle prizes. Many excellent posters besides those awarded prizes are worthy of reproduction.



\*\*\* MEYER BROTHERS & CO., the New York poster dealers, announce an interesting exhibition of foreign posters, to be held during April, at their art rooms, 1127 Broadway.



\*\*\* THE posters designed for the *Lark* of San Francisco have all been cut on wood. The two recent ones, "Mount Tamalpais" and "Robin Hood," were both drawn and cut on wood by Miss Florence Lundborg. The August poster, "Mother and Child," was drawn by the same artist, and cut by Gelett Burgess. Mr. Bruce Porter's poster for May, "The Piping Faun," was cut by a professional engraver, but the green in the wreath was colored by hand, on every sheet. The paper of the "Mother and Child" poster is a very interesting Bamboo fibre paper used in the Chinese drug stores in San Francisco.



COLUMBIA BICYCLE POSTER, BY J. A. IMHOF,  
OF NEW YORK CITY



COLUMBIA BICYCLE POSTER, BY MISS CAROLINE C. LOVELL,  
OF BIRMINGHAM, ALA.

♥♥♥ AMONG New York poster artists of unusual promise, is Miss Margaret Huntington, daughter of Rev. Dr. Huntington, of Grace Church.



♥♥♥ E. B. BIRD, of Boston, has made a cover design for the *Engraver and Printer*, and has just completed a book-poster for the Boston publishing house of Copeland and Day.



♥♥♥ MISS ALICE BEARD, of Brooklyn, N. Y., daughter of Mr. James Beard, one of the family of artists whose skill in animal painting, and other departments of art, is well known, has designed some very good posters. One of Miss Beard's recent posters is an Easter design, showing an angel, whose robe repeats the delicate tintings of an Easter lily, the buds and blossoms of which unfold beside the figure. A stained glass suggestion forms the background. The angel is graceful in pose and expressive of face. The color is dainty and well combined.



COLUMBIA BICYCLE POSTER, BY S. R. BURLEIGH, OF PROVIDENCE, R. I.



COLUMBIA BICYCLE POSTER, BY FRED LATES, OF HARTFORD, CONN.

❖ ❖ ❖ A NUMBER of handsome posters have been issued from time to time, by the *Atlantic Monthly*, of Boston. The more notable ones were designed by J. M. Flagg, whose work in the illustrated periodicals has attracted widespread attention.



❖ ❖ ❖ EASTER cards, printed in imitation of the modern poster, are a feature of the lenten season. In describing the beauties of these poster cards, a writer in the *Chicago Tribune* is prompted to make the following irreverant remarks: "for the day of the poster is upon us—yea, and that mightily; and there is none to deliver us. If help does not come, and that quickly, there are but two alternatives open to us; either we shall grow long, lanky and peculiar, like the poster maiden, cultivate a liking for queer colors, and insist that the world and its contents be created anew in conformity with poster ideas; or we shall rise in all the majesty of an offended people and smite the poster hip and thigh."

## At The Kit Kat Club

◆◆◆ A RECENT exhibition at the rooms of the famous Kit Kat Club, at No. 12 East Fifteenth street, New York, combined the features of a "smoker" for the gentlemen, and a reception for the ladies. The artistic feature of the occasion was the display of original drawings and posters by Mr. Will H. Bradley, and some recent studies of landscapes in oil by Mr. Joline B. Smith.

The rooms were arranged so that each exhibit enhanced the other. On one side of the main room was hung a neutral green burlap, forming a good ground for the tender aerial tones of Mr. Smith's sketches. Some of these showed the same scene in various poetical moods, at early dawn, in mid-day, or at evening.

The Bradley poster exhibit, so kindly loaned to the club through the efforts of one of the members, Mr. James Brevoort Cox, showed work versatile and uniformly attractive. Among the gems in the collection were the large original drawings for the prospectus of *Bradley: His Book*, the "New Year's Number" for the *Inland Printer*, and the original drawing for the Victor bicycle poster.

Mr. Bradley's poster "Pegasus" is an excellent example of a decorative all-over pattern. A winged horse is found over and over again, sometimes light or dark, sometimes dark or light, yet retaining the values, so that it still remains a flat surface. A very quaint and original composition is one with two female figures and statue of Pan. The ornamental border around the panel cuts off the picture so that only the lower half of one figure, and the lower half of the statue of Pan are seen on the river bank, the upper half of the other figure shows above the water, and is reflected in the water, but the entire figure of the female on the bank and the statue of Pan are reflected down in the stream. The same idea has been introduced in other designs. A 36x75 inch original poster for *Bradley: His Book*, is remarkable for simplicity. There is a white figure between the tree-trunks, the gray paper forming the earth, sky, tree-trunks, and face of the figure with a little black outline. The letters in red make this a very striking poster.

In all, Mr. Bradley exhibited something like three hundred specimens, including originals; and the Kit Kat Club is to be congratulated upon the success of its exhibition.



◆◆◆ THE King's Daughters, of Bangor, Maine, held an exhibition in March, with gratifying financial results.



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Entered at New York Post-office as second-class matter.

THE POSTER is published monthly at 114 Nassau Street, New York, and will be mailed to any address in the United States, Mexico or Canada, for One Dollar per year. To other foreign countries, \$1.50. Payable in advance.

SUBSCRIPTIONS must commence with the current issue. Back numbers can be supplied only at an advanced price. No. 1, out of print. Nos. 2, 3 and 4, price Twenty-five cents each.

BOOKSELLERS and Newsdealers supplied with THE POSTER by the publisher direct at Seventy-five cents per year, or Seven cents per copy net. Terms, cash with order. All communications should be addressed to

**WILL M. CLEMENS, Publisher,**

Post-office Box 1716.

**NEW YORK.**



## Bookbinding, PLAIN AND ARTISTIC

In all varieties of leather. Photographs mounted to keep flat. Posters mounted on linen.

**HENRY BLACKWELL,**

26 University Place,

Corner of 10th Street, New York.

**E. B. BIRD,**

**Poster Maker,**

88 Boylston Street,

Boston,

Mass.

WORK—THE BEST.

PRICES—REASONABLE.

## A Scarce Poster. Have you it?

♣ **Pierrot Poster,** ♣ 25 cents.

150 published and signed by artist.

Send for sample copy of PIERROT to date and sixty minutes beyond.

**PIERROT, 502 Olive Street,  
KANSAS CITY.**

## Art Posters

The following posters will be sent post free upon receipt of price. Wholesale rates upon application.

### The Poster's Poster, No. 1

"MISS ART AND MISS LITHO."

By E. B. Bird, of Boston.  
Price Fifty Cents.

### Chips' Art Poster

"THE MAIDEN." By E. C. Burling.  
Price Twenty-five Cents.

### A Woman's Love Letters

By Willing. In purple, green and black.  
Price Fifty Cents.

### Napoleon in Egypt

By Eugene Grasset.  
Price Sixty Cents.

### The Century's Prize Poster

By Lucien Métivet.  
Price Sixty Cents.

### Poster Price-list

Sent post free upon receipt of a two-cent stamp.

Address **WILL M. CLEMENS,**

Box 1716.

**NEW YORK.**



Poster Art in France

FRANCE gave us the initial impulse to modern poster art. Cheret was first in the field and it is generally conceded that he continues



to stand at the head of the poster artists of the world. He began as far back as 1867, when he made a poster advertising "La Biche au Bois," a fairy play, in which Sarah Bernhardt acted. For a long

# L'INFAMANT



A. CHÉRET AFFICHE DE CHÉRET

time he was almost alone in his efforts and did not attain to the pre-eminence that has come in more recent years.

It is quite clear that in order to produce a good advertising placard it must be of a sort that will command the attention of the public. It should be attractive to the man in the street without being vulgar; sufficiently startling, but not aggressively so. It is not every man who is capable of producing such work. Jules Cheret understands the requisites and limitations of this kind of art better than any other who has ever made any

essays in it, either in his own country or elsewhere, and his works have gained for him a world-wide reputation. If there are other posters which appeal more to the artist, it is as works of art, not as art posters. Excepting a few posters, which appeared before his time, Cheret was the first artist to bring out really excellent works of this kind. It is no doubt largely owing to the example set by him that so many artists have since taken up this line of work. Cheret has devoted his artistic gifts almost entirely to the production of posters, and the number that bear his signature is enormous. According to Mr. Charles Hiatt, the author of the recently published "Picture Posters," the first book on the subject that has appeared in English, Cheret has designed over 1,000 in all.

An admiring but judicious critic of Cheret has said of the great poster-maker: "Let us take our favorite Jules Cheret for example, because he is a master. I do not know Cheret, nor do I know anything about his studies, but it is open and patent to all what he now is—the master of poster-work. It is easy to see that Cheret is not only a superb draughtsman, but also that he is infallible in composition. That he must have studied Japanese composition

profoundly is clear to those who have eyes to see. He understands mass-composition, and he appreciates the beauty of a blank canvas. Symmetrical and line composition are second nature to Cheret and no man knows better than he the theory of vibrating and complementary colors. Then to crown all, there is his individuality, his instinctive temperament of carnival dominating everything. Yes; everything he touches becomes endeavored, mad, delirious! Of facial beauty Cheret has his own type—a most disagreeable one if cut out and taken by itself, but it is part and parcel of the joyous whirl,



### Chante au Concert-Parisien

Tous les Soirs a dix heures  
PRODUCTION DE L'AFFICHE DE JULES CHERET

of the feverish unreal human torrent that tumbles around the announcement of some ball or some new bitters. In hues and tints and dyes, splendid and impalpable as shredded rainbows, Cheret's illuminated shadows whirl over his canvas, seizing us, bewitching us, until unconsciously our foot begins to tap 'The Devil's Quadrille,' and we sigh for things that never have been, never can be and never would have been suggested except for Jules Cheret."

Cheret himself has defined his idea of a perfect poster as follows; "It should be as simple as possible and I consider the introduction of one figure and need I hardly say that of a lady for choice is indispensable; whenever it is possible this figure should be life-size. My own posters are never smaller than sixty centimetres (two feet), by eighty-six (nearly three feet), and my favorite size is 250 by 90; the figure should, of course, be elegantly and brightly dressed in some striking costume not likely to go out of fashion as long as the poster is to be in use. I always make a point of designing the lettering of the actual advertisements. I do not believe in black and white letters, but have no objection to there being very dark blue,

# PURGATIF GÉRAUDEL

Teint Frais & Rose  
Digestions Excellentes  
Force Physique  
Santé Parfaite  
Sommeil Régulier

La Boîte 1<sup>fr</sup> 50

Une nouvelle Affiche de Jules Chéret

erland, is in middle life, smooth-faced, with a somewhat scholarly appearance, a decorator and architect by profession. His work is characterized by a vital principle of design, effective yet subdued. His Napoleon and Jeanne d'Arc (Bernhardt) posters are superb creations. Probably nothing superior in their way have ever been produced. They are as much great works of art as though they were painted in water-colors or oils. It is no wonder that the Napoleon has had an enormous vogue. Dealers have been selling it to their customers and the publishers have been almost overwhelmed with requests from collectors for copies of this work with its brilliant color-scheme and its magnificent horse with Paderewski mane. Grasset's work is always refined and harmonious, yet less bright and striking than Cheret's. There is more repose in it and less "go" perhaps. It appeals more to the artist, even, than to the general public. Look at the poster of the Salon des Cent. In its tenderness, its exquisite lines, and its spirituality it is worthy of Rossetti.

Of the other French artists De Feure, Guillaume, Ibels, Lautrec, Boutet de Monvel, Steinlen, Willette and Jossot are perhaps

red or violet; this produces the effect of black without giving a jarring note."

Cheret's principals are conventionality, elimination of detail, arrangement of spaces, pure color, good drawing and, above all, a conscientious adaptation of his work to the demands of cheap reproduction. His central figure is always graceful and filled with the spirit of motion.

Close rivals to Cheret are Grasset and Steinlen and by some critics the two are considered to be in many respects superior to the master. Eugene Grasset, a native of Switzer-

the most accomplished, although the list might be considerably and creditably enlarged. Jossot is a great artist, essentially a caricaturist, who works with vagabond and artistic lines and in a morbid color-scheme—rusty greens and pale yellows.

Steinlen is every way a charming artist. His "Lait Pur Sterilisé," a child in a red dress drinking from a bowl, envied by three eager tabby cats, is perhaps one of the most attractive posters ever made. No man with half a heart could fail to fall in love with the child. Steinlen's Yvette Guilbert is also very good. Lau-



trecc has not the refinement of Grasset, nor the sprightliness of Cheret, yet he possesses an individuality which makes his work peculiarly interesting. His posters are generally simple in composition, and depend to a great extent for their effectiveness on the skillful arrangement of masses, of which he thoroughly understands the value.

Ibels is remarkably clever in drawings that are inimitably and effectively grotesque. Aristide Bruant has done some things that are strikingly forcible in their broad masses of color.

### *The Meyer Exhibit*

There was on view at the galleries of Messrs. Meyer Brothers & Co., 1127 Broadway, during April, the most complete and meritorious collection of French posters ever exhibited in this country. All the familiar names were represented by many splendid and characteristic compositions. Pre-eminence was rightly given to Jules Cheret, and the place of honor, in the center of the gallery, was awarded to his incomparable panels.

## The Artist Louis J. Rhead



MR. LOUIS J. RHEAD

teresting material bearing on his work, and a visit to his studio to look over his collection is a treat to the guest, however destructive it may be to the working routine of the artist. He is somewhat below the medium size, with a quick, nervous, but very pleasant manner of speaking. His interest in his work is unbounded, and he is always ready to give information as to his method of work; always excepting the ability to create it.

Mr. Rhead will sail for Europe early in June.

During the month, Mr. Rhead gave a private exhibition at Wunderlich's gallery, 868 Broadway, New York, of three large posters ordered from London by Sir George Newnes, and the proprietors of *The Daily Chronicle* of that city, together with a few sketches for Paris and London magazine-covers. Mr. Rhead's work is well known here, being most familiar upon the walls of this city, and the stations of the elevated roads. He has received, as well, the favorable attention of foreign critics in England and France.

Mr. Rhead lives in a cosy little house, with studio adjoining, close by Prospect Park, in Brooklyn. He has gathered a vast amount of in-



A RECENT BRADLEY DESIGN



❖❖❖ TWO of the most attractive posters of the month, are those issued by the well-known firm of Crosman Bros., of Rochester, N. Y. The designs are reproduced here, and collectors and artists will no doubt be pleased to see such excellent work sent out by a mercantile house. The firm of Crosman Bros. fully realize the benefit to be derived from the art poster, and are the first in their line of business to make use of the art poster as a medium of publicity. The flower poster in five colors, representing the girl in the garden, was drawn

by Mr. C. W. Lemon. The vegetable poster, in six colors, representing the man with a basket, is the work of Mr. T. J. Barton. Both posters were reproduced by the J. Ottmann Lithograph Co., of New York. It is announced that a very limited number of these posters can be furnished to collectors at fifty cents each, by the Crosman Bros., Rochester, N. Y., or at the office of THE POSTER.



❖❖❖ IF any genius could invent a poster to advertise the Salvation Army and the Volunteers and some brand of bicycle, all at once, the combination would win him immortal fame.

## The Century Posters



The three prizes in the *Century's* contest for a mid-summer holiday poster have been awarded as follows: J. C. Leyendecker, Paris, first prize; Maxfield Parrish, Philadelphia, second prize; Baron Arild Rosenkrantz, New York, third prize. The judges were Elihu



Vedder, F. Hopkinson Smith, and Henry J. Hardenburgh. Seven hundred designs were submitted by artists from all parts of the country and Canada, and a number were sent from Europe. There were twelve honorable mentions, as follows: Gabriel C. Chenes, New York; Miss Heustis, New York; Miss Tourgee, Mayville, N. Y.; Edward Potthast and S. Bierach, Jr., New York; George L. Rose, Montclair; Frank X. Leyendecker, Paris; Will B. Hunt (two designs), Boston; F. G. Rigby, Theodore Hampe, and Frederick Grosvenor, New York.



\*\*\* AN excellent poster for the Waltham, Mass., Hospital Fair, was designed by C. W. Reed, of Boston. The conception and design are unique and are beautifully executed by the Heliotype Printing Co., of Boston.



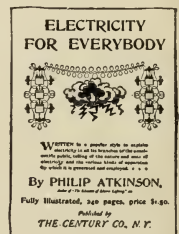
\*\*\* WILL BRADLEY'S chief regret in this life is that the publishers and printers take liberties with his work' and will not use the colors that he chooses. In order to have things as he wants them, he has issued *His Book*.



\*\*\* POSTER exhibitions have recently been held in Pittsburg, Milwaukee, Philadelphia, Dayton, Ohio, Minneapolis, Newark, N. J., Grand Rapids, Mich., and other cities.




\*\*\* NOTHING that Beardsley has done quite comes up in ingenious and sensational novelty to the poster for a new book by Richard Harding Davis on Central America.





## The Man Outside

WHAT HE SAYS ABOUT "THE POSTER"



"THE POSTER is one of a class of publications from which an advertiser cannot fail to glean useful ideas and suggestions, and it is one which it will be worth while to glance over with that end in view. The most that the best advisers on advertising can do, is to offer good suggestions, and the wide-awake advertiser looks for these from all quarters."—*Printer's Ink*, New York.



"We have had magazine articles without number, dealing with the poster from an art and from a business point of view, that have been widely appreciated by collectors. There will be therefore a welcome for THE POSTER, dealing, as it does very comprehensively, with posters and poster-makers' art, advertising, collecting, and showing many reproductions."—*Inland Printer*, Chicago.



"THE POSTER magazine has all the information needed by the poster collector in a form which is very attractive. The prosperity of Mr. Clemens' venture is manifest by the remarkable improvement which each number shows over its predecessor. The illustrations are reproductions of all that is best in the poster world, and their artistic execution is to be greatly admired."—*Bill Board Advertising*, Cincinnati.



"The last issue of THE POSTER was very clever. This little periodical furnishes the best *résumé* of the doings in the poster world of any of the magazines that come to us."—*Footlights*, Philadelphia.

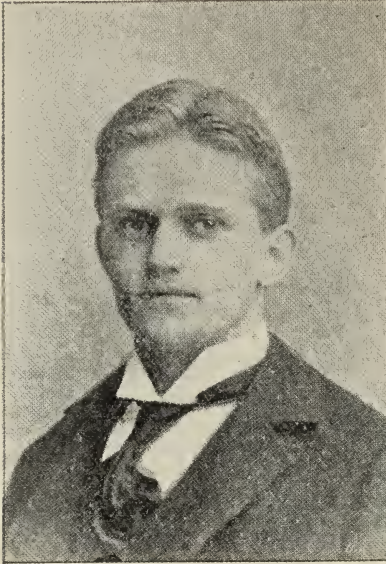


"THE POSTER'S publisher is certainly making a success of his jaunty monthly. The April number contains some clever and choice reproductions of notable posters. The news of Poster-land are admirably served up."—*Boston Ideas*, Boston.

## Posters in Philadelphia

PHILADELPHIA, April 28th, 1896.

The "City of Brotherly Love" has been reveling in poster-shows. Following the fine exhibition at the Academy, was another at the School of Industrial Art, in connection with their "Grand Bazaar," which was enriched by Rhead and Ethel Reed originals, and the Columbia Bicycle drawings. It was quite a noteworthy fact, that



WILL CARQUEVILLE.

THE ARTIST WHO MAKES THE LIPPINCOTT  
POSTERS

although there were, of course, many duplicates, the two shows were very different, and together presented most of the notable posters of the past five years. English designs alone were lacking. Dow's poster for the Japan color-prints, and Miss Shepard's, for a Boston exhibition, were especially noticeable.

Louis Rhead addressed a specially invited audience on a Thursday afternoon, on "The Moral Influence of the Artistic Poster," and gave a very helpful, earnest talk. Mr. Rhead cherishes the highest ideals, and to hear him speak is to realize in a most positive way the necessity of serious and elevated motive, as well as unremitting work. Mr. Rhead is in great need of a rest, and

will go to England early in June for a protracted stay.

A large poster drawing, beautifully colored, and very effective, announced the show from the portico. It was the work of Charles Moran, a son of the well-known landscape-painter, Peter Moran. There were also two small posters by Sophie Steele and Jane Hovey Allen, pupils at the school, both capital, of which small editions were printed. The students exhibited some twenty or thirty originals, the best of which was decided by vote of the visitors.

Maxfield Parrish is accomplishing a great deal of work these days, and it is all good. The *Harper's Weekly* bicycle cover was a similar idea to the "Columbia" design, with front-view figures in-

stead of profile, and simpler in color. The cover for the Mask and Wig burlesque this year was his work, and is superb in detail, striking in color and quietly humorous first of all. The *Book News* also has used several good designs, and speaking of "Columbia" posters one wonders that Farrand did not get more than a mention, for his design so far surpassed all (with the exception of Parrish's two) in decorative balance, in graceful fancy, in charming color and in good masterly drawing that it deserved a much higher award.

The *Penny Magazine* has come out with a stunning design in red and blue by Ethel Reed.

Brill is now doing the posters for the *Boston Herald*, though the Easter number was by Miss Reed.

Mr. E. Wager Smith exhibited his collection of posters at Pottstown during Easter week, for the benefit of the Pottstown Hospital.

"Miss Philadelphia," a new burlesque, has some very striking posters of a dashing girl who astonishes even William Penn. The play and the posters are both local products.

Scotson Clark's new large poster for "Little Christopher" is also to be seen and the hoardings are at last becoming really interesting.

CURTIS SMITH.



THE latest in posters is a very unique one issued by A. G. Van Nostrand, of Boston, who is the manufacturer of the celebrated Bunker Hill bock-beer. It represents the firm's well known trade-mark with a fancy scroll border. As a whole it is handsome and very attractive.



BINNER'S LATEST ANNOUNCEMENT

## Poster Directory.

*Cards inserted by the year only. Terms Two Dollars per annum in advance.*

### Poster Artists.

E. B. BIRD, 88 Boylston St., Boston, Mass.  
P. V. MIGHELS, 172 W. 23d St., New York.  
C. W. TRAVER, 410 Byrne Building, Los Angeles, Cal.

### Poster Collectors.

C. L. DERING, 175 Dearborn St., Chicago, Ill.  
W. C. WHITEHEAD, Hickox Building, Cleveland, Ohio.

### Photo-engravers.

N. Y. ENGRAVING CO., 320 Pearl St., New York.  
HOKE PLATE CO., 304 N. 3d St., St. Louis, Mo.  
PHILA. PHOTO-ENG. CO., 147 N. 10th St., Phila., Pa.

### Poster Printers.

A. H. KELLOGG, 403 Pearl St., New York.  
CHICAGO PHOTO-ENG. CO., 79 Fifth Ave., Chicago, Ill.

### Electrotypers.

JOS. P. FELT & CO., 25 Rose St., New York.  
GEO. H. BENEDICT & CO., 175 S. Clark St., Chicago, Ill.  
GEO. C. SCOTT & CO., 102 Summer St., Boston, Mass.

### Bookbinders.

HENRY BLACKWELL, 26 University Pl., New York.

### Bill-posters.

A. J. AVERY, St. Joseph, Mo.  
W. J. McALLISTER & SON, Troy, N. Y.  
G. D. HAMMOND & CO., 9 Seventh St., Pittsburg, Pa.

### Lithographers.

CALVERT LITHO. CO., Detroit, Mich.  
W. J. MORGAN & CO., Cleveland, Ohio.

### Publications.

NEWSPAPERDOM, World Building, New York, \$2 a year.  
THE BUSINESS JOURNAL, 202 Broadway, New York, 50c. a year.

### Poster Dealers.

MEYER BROS. & CO., 1127 Broadway, New York.  
SMITH & McCANCE, 57 Bromfield St., Boston, Mass.  
GUSTAVE P. FRESNEL, 125 W. 56th St., New York.

### Artists' Supplies.

AUTOMATIC PEN CO., Milan, Ohio,  
S. W. TILTON, 29 Temple Place, Boston, Mass.

Ripans Tabules.

Ripans Tabules: at druggists.

Ripans Tabules: one gives relief.

## Exchanges.

*Terms for three lines or less, 50 cents for one insertion. Three months, one dollar, in advance.*

Duplicate Posters to Exchange. R. Cunningham, Baird Building, Kansas City, Mo.

Six *Chips* Posters for six of any other kind. Will M. Clemens, P. O. Box 1716, New York.

To Exchange. First numbers of miniature magazines. W. H. Sanford, Lawrence, Kansas.

Duplicate Posters to Exchange. George Buttler, 40 Pleasant St., Worcester, Mass.

List of Duplicates Wanted. Address Alfred Bartlett, Eliot, Maine.

The undersigned offers a complete set of the miniature magazine "CHIPS," for the year 1895, comprising 17 issues, for \$1.50. Sent post free upon receipt of price. Address,

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Box 1716.

NEW YORK.

PRICE 25 CENTS.

**The Reign** With comments and criticisms.  
of **By CHARLES KNOWLES BOLTON**  
the **Poster** ILLUSTRATED.  
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Price 25 cents, postpaid.

Will M. Clemens, Publisher, New York.

P. O. Box 1716.

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**Drawing and**  
 **Illustrating**

Taught in THE ART STUDENT and THE LIMNER.

FULLY ILLUSTRATED.

Ten cents a copy. One Dollar a year. Ernest Knauff, Editor, Director of the Chautauqua Society of Fine Arts. Also, Constructive Drawing by Kenyon Cox, Book Reviews, Art School News and Art School Literature, in *The Limner* Dept.; Sketching from Nature, Caricaturing, Newspaper Illustrating by the Chalk-plate Process by Ceylon E. Hollingsworth, Wood-engraving.

Send 10 cents, mentioning this paper, for two specimen numbers. Regular price 20 cents.

**THE ART STUDENT,**

132 West 23d Street,

New York.

# Poster Collectors

WE CAN  
SUPPLY  
YOUR WANTS

- 50 Different Designs of Half-sheet Posters, \$ 5.00
  - 50 Different Designs of One-sheet Posters, 10.00
  - 50 Different Designs of Three-sheet Posters, 20.00
- Sent on receipt of price

These bills are of the latest issues and can only be obtained through us  
**LEDGER JOB OFFICE, THOMAS S. DANDO, Manager**  
 605 Sansom Street, Philadelphia, Pa.

**SCRIBNER'S  
 POSTER ❁ ❁  
 FOR MAY ❁ ❁  
 FREE ❁ ❁ ❁**

to all who will send their address  
 with four cents for postage. . . .

**CHARLES SCRIBNER'S SONS,**  
 153-157 Fifth Ave., New York.

## Popular Poster Printers

**Chicago Photo-Engraving Co.**



This is a facsimile of our Monthly Calendar "Posters" printed in colors, yellow, red, blue, green, black and maroon. Sent upon receipt of 10 cents in stamps. \$1.00 per year. Back numbers from April, 1895, 10 cents a copy.

**CHICAGO PHOTO-ENGRAVING CO.,**  
 79-81 Fifth Ave., Chicago, Ill.

### Novel Original Posters.

A Series of 12 **ALL NEW**  
 representing **FIVE CENTS EACH**  
**Out-door Sports**

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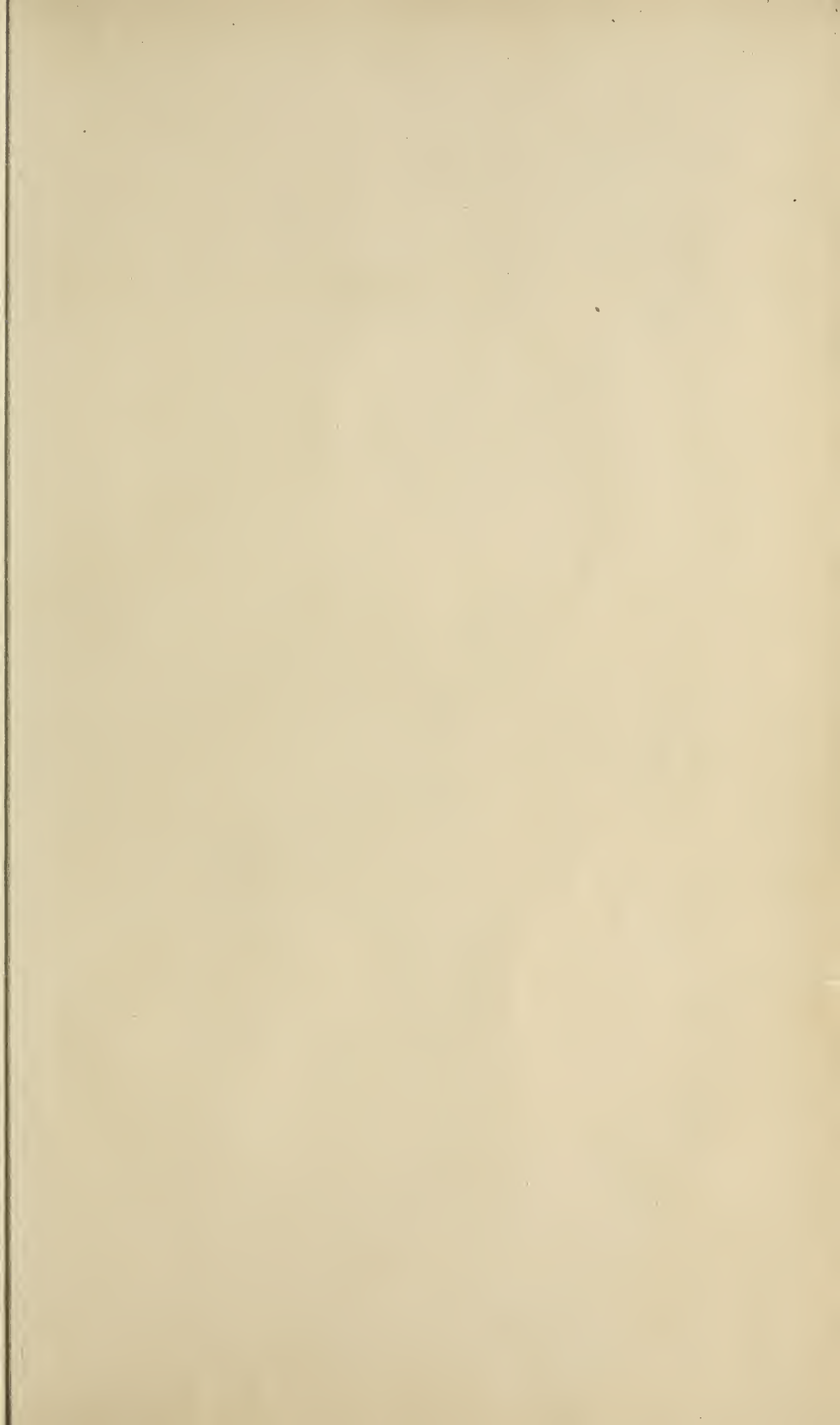
BY E. B. BIRD, OF BOSTON.

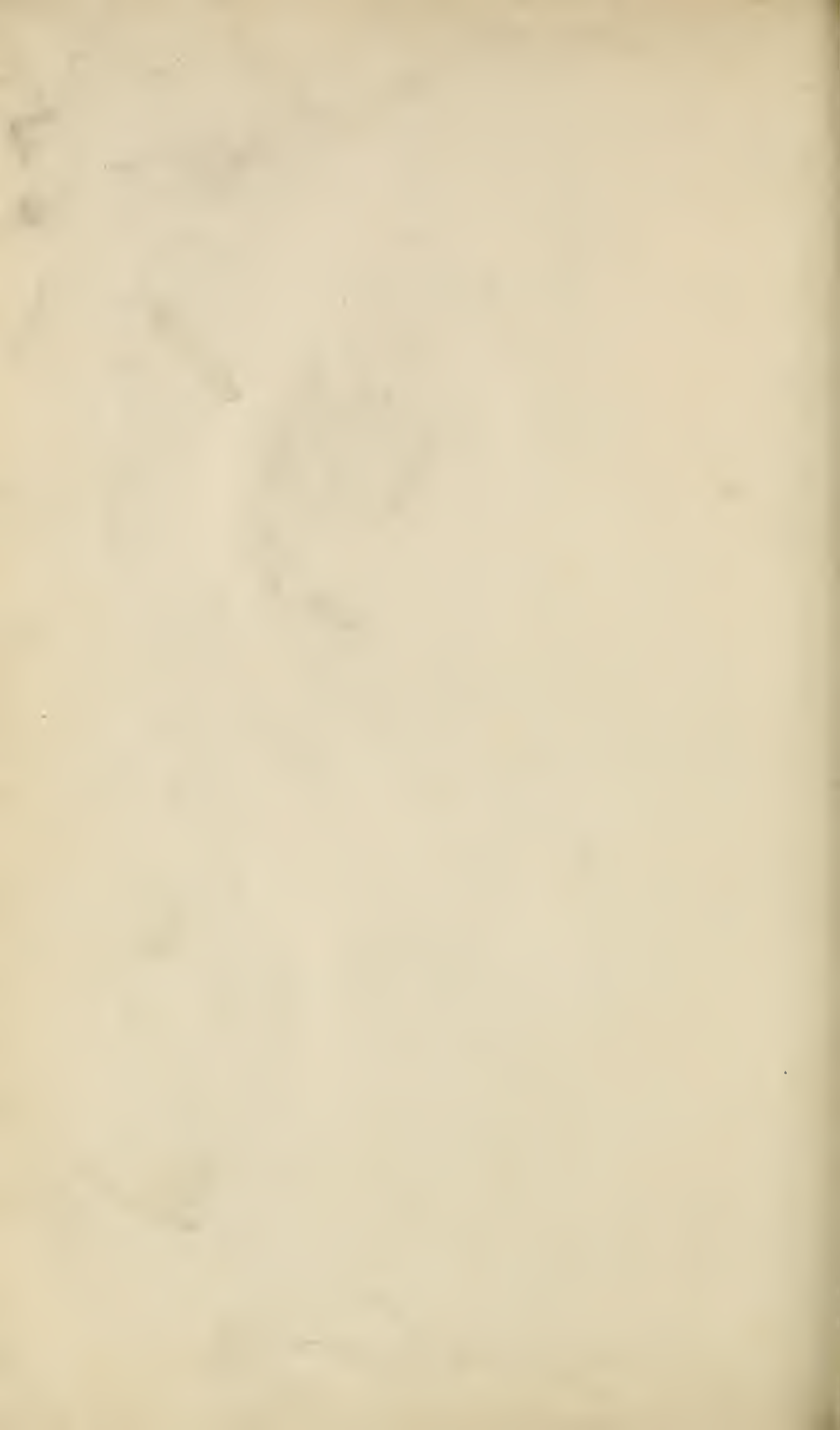
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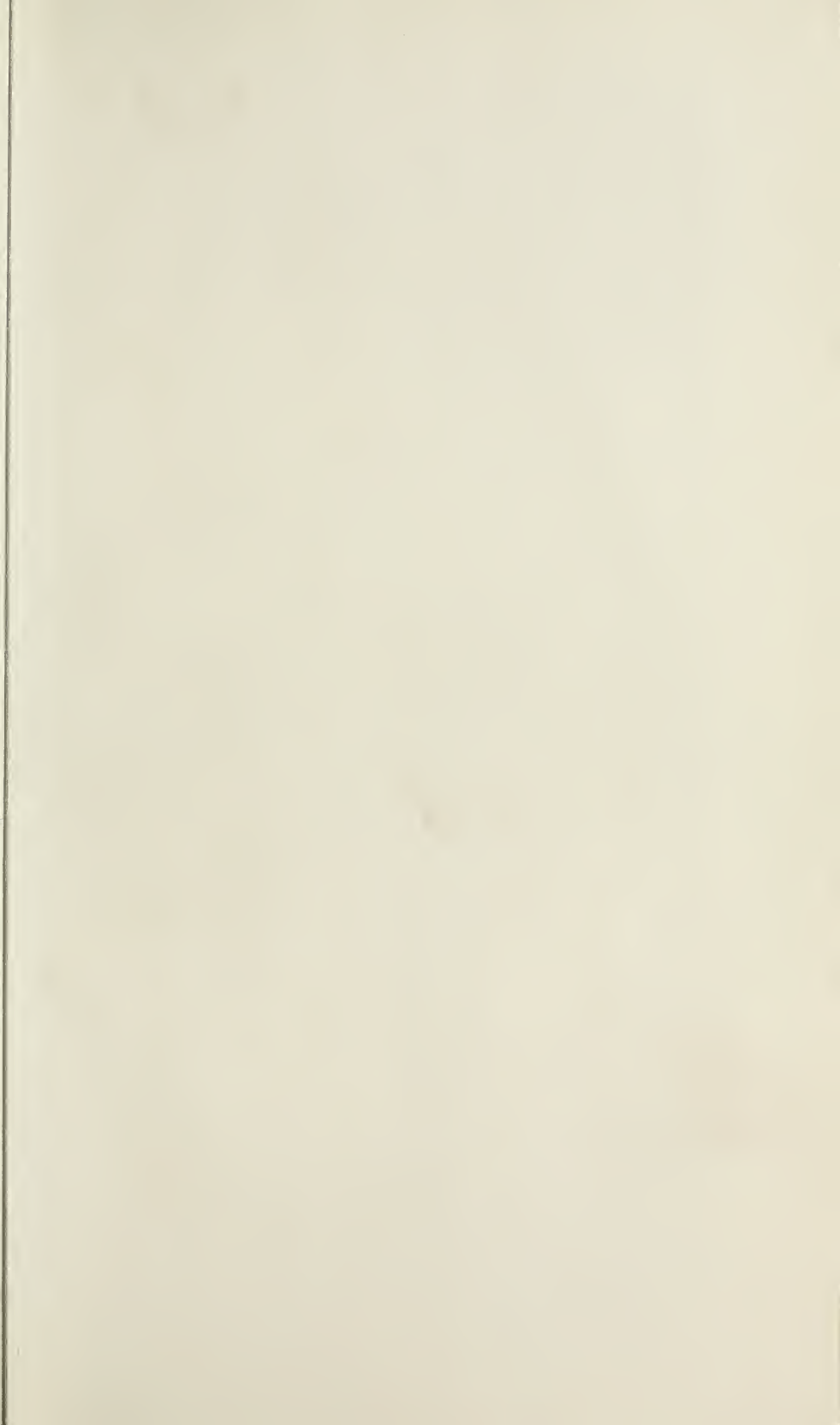
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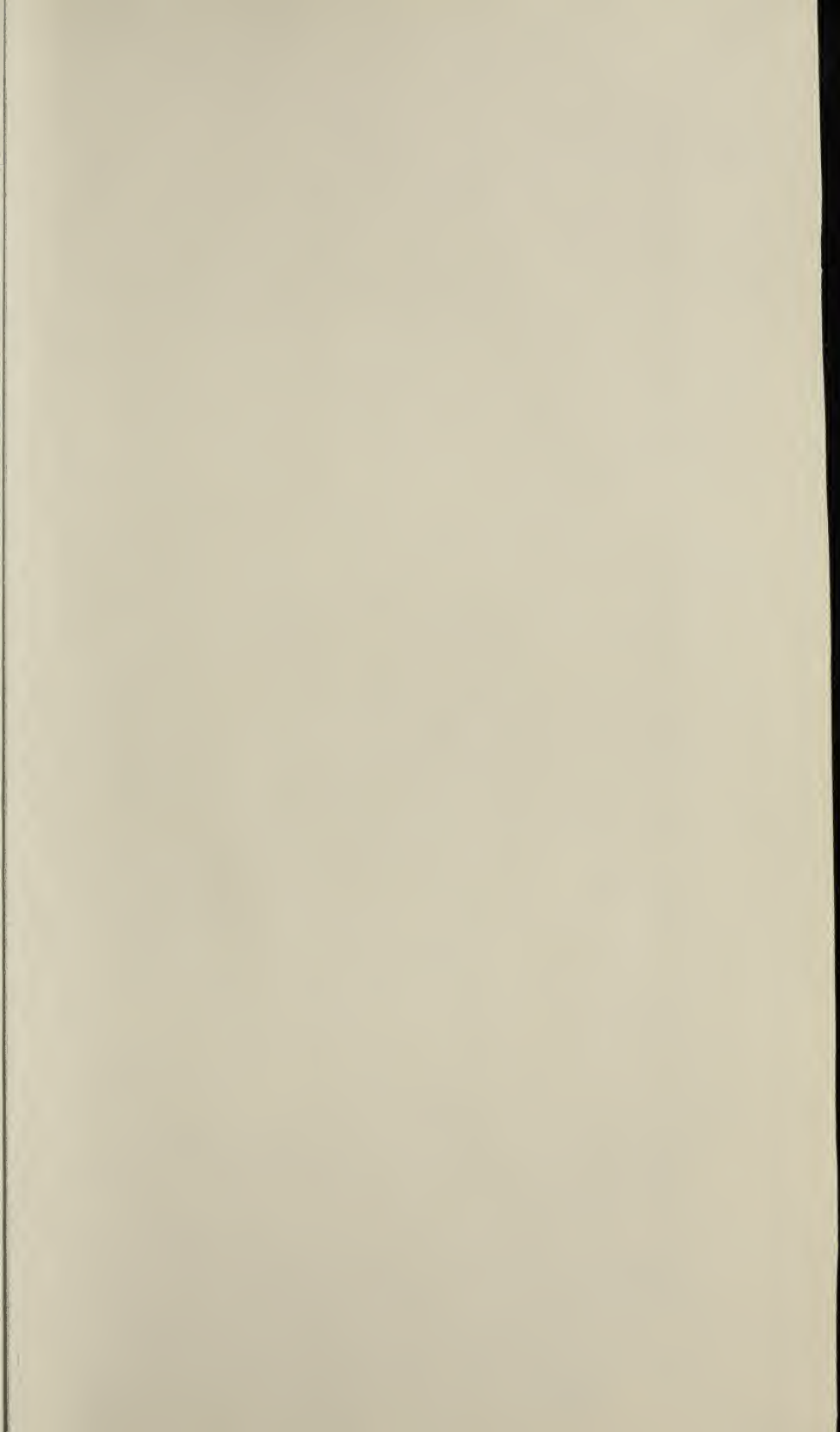














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